
SUBSTITUTE SENATE BILL 6392

State of Washington

60th Legislature

2008 Regular Session

By Senate Higher Education (originally sponsored by Senators Shin, Swecker, Jacobsen, Berkey, Pridemore, Prentice, Franklin, Schoesler, Sheldon, Rasmussen, Eide, and Kilmer)

READ FIRST TIME 01/29/08.

1 AN ACT Relating to high employer-demand programs of study; creating
2 a new section; and making an appropriation.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** (1) The higher education coordinating board,
5 in consultation with the state board for community and technical
6 colleges, the office of the superintendent of public instruction, the
7 workforce training and education coordinating board, and the council of
8 presidents, shall contract with a private vendor to create a three to
9 five-year marketing plan to increase student interest in high employer-
10 demand programs of study and to increase public awareness of high
11 employer-demand programs of study. The marketing program shall target
12 unlikely college students in middle school or high school with a focus
13 on low-income and underrepresented communities, likely college students
14 in middle school and high school, adult learners, parents, and
15 educators.

16 (2) The private vendor shall be selected based upon the proven
17 ability to provide:

- 18 (a) Creative planning for educational advertising;
19 (b) Production of successful advertisement campaigns;

- 1 (c) Production of collateral materials;
2 (d) Opinion research for the evaluation of advertising campaigns;
3 and
4 (e) Web site creation.

5 (3) As used in this section, "high employer-demand program of
6 study" means an apprenticeship, or undergraduate or graduate
7 certificate or degree program in which the number of students prepared
8 for employment per year from in-state institutions of higher education
9 is substantially less than the number of projected job openings per
10 year in that field, statewide or in a substate region.

11 NEW SECTION. **Sec. 2.** The sum of seven hundred thousand dollars,
12 or as much thereof as may be necessary, is appropriated for the fiscal
13 year ending June 30, 2009, from the general fund to the higher
14 education coordinating board for the purposes of this act.

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